

Profile

Name : Parameswaran Subramanian

Area of Interest : Accounting /Finance /HR/Leadership/
and other managerial skills

Positions : Lecturer / Asst. Professor/Associate
Professor/Professor/Programme Co-Ordinator/
Head of the Department/Deputy Dean/
Dean/Academic Coordinator

Qualifications : M.Com., M.B.A (Human Resource)., M.Phil.
(Finance)., PhD (Taxation)

Experience : 20 + years (National (7) & International (13)) as
Lecturer in Accounting, Finance, Taxation and HR

Expertise : Taxation (Indian Taxation, Malaysian Taxation and
UK taxation), Accounting (IFRS & MFRS), Finance
and HR

ID : Scopus Author: 57223041470
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Web of Science: AAN-6838-2021

PARAMESWARAN SUBRAMANIAN

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OBJECTIVE

An Educational Administrator Doctorate holder with 20+ years in Collegiate & University Education with passionate in **Taxation** bagged with **Masters** in **Accounting**, **Finance** and **Human Resources Management**. Highly recognized as team leader by the superiors and led a team comprises of academicians, associate professors and Researchers. Experienced in handling **accreditation** process related to **MQA** (Malaysian Qualification Agency), **UK** Universities in **Malaysia** and **Singapore**. Bagged a wider experience in dealing with **Government** funded **projects** in the field of Taxation and **Blockchain** for Business Solutions in Malaysia. A well-known person for **Outcome Based Education** and a certified trainer of **OBE**. A Researcher with **1 Patent**, **26 publications** in **Scopus**, **ISI** and **Peer reviewed** journals seeks a potential career growth together with the organization.

EDUCATIONAL BACKGROUND

Doctorate of Philosophy - Ph.D. (Taxation)

Karpagam Academy of Higher Education, Deemed University, Coimbatore.

Thesis Title: Tax Implications and Burden of Individual Income Group – A Perspective of Indian Tax Payers

Awarded with Highly Commendable from External Examiner – January 2019

Master of Philosophy - M. Phil in Commerce with Second Class (Finance)

Alagappa University, Karaikudi

Thesis Title: Financial Performance of private limited companies through working capital management – with special reference to Sakthi Sugars Limited, Coimbatore

Awarded with Second Class in June 2007

Master of Business Administration - MBA in Human Resource Management with Second Class

Bharathiar University, Coimbatore

Awarded with Second class in May 2015

Master of Commerce - M. Com with First Class (Accounting & Finance)

Bharathiar University, Coimbatore

Awarded with First Class in May 2002

Bachelor of Arts in Commerce – B.com in Corporate Secretary ship with First Class (Accounting & Finance) Thavathiru Santhalinga Adiglar College, Coimbatore.

Awarded with First Class in April 1999

COURSES COMPLETED

1. Successfully Completed **A-LTC (AKEPT Learning and Teaching Circle) in Higher Education Learning and Teaching Level 1** under Ministry of Education, Malaysia in March 2015.
2. Successfully Completed **A-LTC (AKEPT Learning and Teaching Circle) in Higher Education Learning and Teaching Level 2** under Ministry of Education, Malaysia in April 2015.
3. Successfully Completed **SQL Payroll Software course** on May 2018, under SQL Account and Payroll, Malaysia
4. Successfully Completed **SQL Account GST Software Course** on March 2018, under SQL Account and Payroll, Malaysia
5. Successfully Completed and Certified Trainer of **SQL Account Computerized Software Course** and accredited as Certified SQL Accounts Trainer April 2018, under SQL Account and Payroll, Malaysia

ISO QMS CERTIFICATION

1. Successfully completed training course on ISO 9001:2000 Awareness on 24th December 2005 by Zandig TQM Solutions Pvt Ltd. Bangalore. India
2. Successfully completed training course on Internal Quality Auditor on 21st January 2006 by Zandig TQM Solutions Pvt Ltd. Bangalore. India.
3. Successfully completed training course on Internal Quality Audit on 30th and 31st January 2012 by Angel Element Consultancy Sdn Bhd. Malaysia.
4. Successfully completed training course on ISO 9001:2015 on 24th July 2017 by

Angel Element Consultancy Sdn Bhd. Malaysia.

5. Successfully completed training course on Internal Quality Audit on 23rd and 24th April 2018 by RM Infinite. Malaysia.

CAREER MILESTONES

1. **BEST RESEARCH PAPER AWARD - 2007** from the University of Annamalai on changing paradigm in Management. Paper titled "**Education today - Saviours or Saboteurs**"
2. **BEST LECTURER OF THE YEAR - 2013**, awarded by Student Representative Council and Legenda Education Group - June 2013.
3. **SMART LECTURER OF THE YEAR - 2013**, awarded by Student Representative Council and Legenda Education Group - June 2013.
4. **BEST ENCOURAGING, FRIENDLY AND UNDERSTANDABLE LECTURER OF THE YEAR - 2013**, awarded by Student Representative Council and Legenda Education Group - June 2013.
5. **BEST LECTURER OF THE YEAR - 2014**, awarded by Students Representative Council and Legenda Education Group – July 2014.
6. **BEST RESEARCH PAPER AWARD - 2014** from the Saraswathy Thiyagaraja College on India specific challenges in global dynamism. Paper titled "**Dynamism in higher education - A comparative study on the global competitive index between India and China**"
7. ELCOT training for BPO and CALL centers (21 days workshop) – **TRAIN THE TRAINER, May 2004**
8. Successfully obtained **ACCA exemption** of 9 papers (F1 to F9) for the B.A (Hons) Accounting & Finance, Pertama Institute of Technology, Legenda Education Group and B.A (Hons) in Accounting, Linton University College, Malaysia, 2018.
9. Successfully obtained **Accelerated ACCA** project for B.A (Hons) in Accounting, Linton University College, April 2018.
10. Successfully organized International conference on Modern Business Management & Social Sciences (**IDMBMSS 2018**) under Faculty of Business & Accounting with attracting 216 participants and 90 papers presented from different countries, December 2018.

11. Successfully released faculty magazine **CYNOSURE 2018** first time in the institution, December 2018
12. Successfully organised “**Fish Head Curry – 2019**” event under Faculty of Business, Accounting & Hospitality and recorded the institution name in **Malaysian books of Records** for most number of different varieties of fish head curry in one single event (86 types).

POSITIONS HELD

1. Head of Academic Council for the Faculty of Business and Economics. Jijiga University, Ethiopia from June 2008 to November 2010
2. Question paper setter for Avinashilingham Deemed University from June 2006 - November 2007.
3. **Head of the Programme** for School of Accounting and Finance, University of East London (UK), Linton University College & Leeds Beckett University (UK) KTG Education Group, Malaysia from July 2011 to April 2016.
4. **Head of the Programme** for Master in Accounting & Finance, Linton University College, KTG Group of Education, Malaysia from February 2015 to April 2016
5. **Head of the School**, School of Accounting & Finance, KTG Education Group, Malaysia from February 2015 to April 2016.
6. **Internal Certified Auditor** for ISO by TUV Quality Management at Sri Krishna Arts & Science College from June 2005 to July 2007.
7. **Internal Certified Auditor** for ISO 9001:2008 at Linton University College. Lead auditor from September 2012 to June 2020.
8. Facilitator of documentation for **MQA-Malaysia** in the School of Accounting & Finance for Certificate, Foundation, Diploma, Degree and Master’s Programme.
9. Facilitator for documentation and worked for **ACCA accreditation** (professional accounting body - UK) in the School of Accounting & Finance for Degree programmes.
10. **Advisory board member** for Global Research & Development Services (GRDS) – February 2015 to December 2017.
11. **External Examiner** for Diploma in Accounting and Diploma in Management for TAFE College, Malaysia from May 2016 till date.

- 12. Programme Leader** for Masters in Business Administration and Bachelors in Accounting & Finance, University of Chester, Cardiff Metropolitan University, Dimensions International College, Singapore from June 2016 to January 2017.
- 13. Deputy Dean** of Faculty of Business and Accounting, Linton University College, Malaysia from February 2017 to December 2017.
- 14. Dean** of Faculty of Business and Accounting, Linton University College, Malaysia from January 2018 to October 2020.
- 15. Board of Examiners** for Bharathiar University in evaluating Ph.D. thesis from June 2020 onwards.
- 16. ACCA** facilitator for Taxation (TX) and Advanced Taxation (ATX) under ICP Asia Sdn Bhd from January 2020 to till date.
- 17. Editorial Board Member** for International Journal of Economics, Finance and Management- IJEFM (ISSN – 2326-9561), Science Publishing Group, New York, USA from July 2020 onwards.
- 18. Professor in Academics** of Sri Krishna Arts and Science College, India from November 2020 to June 2021.
- 19. Head,** School of Business and Management, CHRIST University, Pune Lavasa from July 2021 to till date.

CONFERENCES, WORKSHOP AND PAPER PRESENTATIONS

Attended **12 Workshops** and Presented **33 Research** papers in various **National Conferences** including **Seventeen International Conferences** to the Credit. The Papers include varied themes of Finance, Taxation, Accounting, Commerce, International Business policy modeling, Computers etc.,

Conference Participation

1. Attended one day state level symposium on “Capital Markets Reforms and Trends” held at PSGR Krishnammal College for Women on August, 8th 2004. India
2. Attended Two-day National level conference on “E-Governance”, held at Ethiraj college for women on February 3rd and 4th, 2006 Chennai, India
3. Attended one day state level symposium on “CRM” held at PSGR Krishnammal College for Women on January, 9th 2004. India
4. Attended one day state level Seminar on “Education- Key to Nation Building” held at

Bharatiya Vidhya Bavan on March, 27th 2004. India

5. Participated in International Conference on MIGRATION, URBANISATION AND DEVELOPMENT, organized by University of Malaya- Malaysia. July 2013.
6. Attended one day international conference on “Accounting Educators – Roles and Contributions towards a developed nation” organized by ACCA Learning conference during October 2014, Malaysia.
7. Attended one day international conference on “Business DNA” organized by ACCA annual conference during September 2017, Malaysia.
8. Attended one day Conference on “ACCA Malaysia Annual Conference” organised by ACCA –Malaysia on 3rd July 2018.
9. Attended one day HR Conclave on “New Operational Model of HR” organized by Mahratta chamber of commerce, Industries and Agriculture Announces on 17th March 2023.

Workshop Participation

10. Attended E-Learning workshop - a key for continuous education hosted by Bharathiar University, September 2004.
11. Attended one day Workshop on “Knowledge Management System” organized by Global Research and Development Services during December 2015, Malaysia.
12. Attended one day Workshop on “Assessment and Accreditation in Higher Education” organized by UGC – Academic Staff College, Bharathiar University on March, 25th 2005. India
13. Attended one day workshop on “Budget 2018 and GST Talk”, by Dr Choong Kwai Fatt, organized by SQL database during October 2017, Malaysia.
14. Attended one-day workshop on “Outcome Based Education” under the Train the Trainer programme by Tuan. Hajji Nadzri. MQA certified Trainer, during November 2017, Malaysia.
15. Attended one day workshop on “GST and Budget 2018 – talk by Dr Choong Kwai fatt” organised by SQL and ACCA Malaysia on 1st November 2017.
16. Attended two days workshop on “Setting of the Organizational Context” organised and conducted by Linton University College, during 25th and 26th November 2017.
17. Attended one day workshop on “SQL- Payroll Management – Course” organised and conducted by SQL- Malaysia during April 2018.

18. Attended one day workshop/Training on “SQL- Accounting Software – Course” organised and conducted by SQL- Malaysia during November 2018.
19. Attended one day workshop on “Risk Management: An ISO 9001:2015 approach” held on 25th July 2019 organised by TS Education Group. Malaysia
20. Attended two days’ workshop/Forum on “Indian Universities Forum” organized by Times Higher Education (THE), UK during 10th Feb 2021 and 11th Feb 2021
21. Attended one day workshop on “Decoding the Predatory Journal Menace” organized by Scopus - Elsevier on 18th Feb 2021.

Paper Presentation in National & International Conference(s)

1. Research titled “SMART Taxation - Block chain solutions for taxation” presented in International conference on Interdisciplinary research innovation in Science and Humanities (ICIRISH -2019) during November 2019. Sharjah, UAE
2. Research article titled “Tax Evasion – Black Economy of India. A study on the factors influencing Tax evasion” presented in 4th International Conference on Engineering, Technology and Management 2018 on Jan 26th to 28th, 2018, IPN Education Group. Singapore.
3. Research Article titled “Contemporary Applications of Teaching Pedagogy for Tamil Kindergarten using Sustainable Practices” presented in Knowledge Management International Conference (KMICe) during July 2018. Malaysia.
4. Research article titled “Tax burden and its impact on individual earning group – A perspective of salaried class people in India” presented in 12th International Conference on Social Science and Humanities (ICSSH) on Dec 6th and 7th, 2016, GRDS. Malaysia
5. Research article titled “Tax burden on imposing of GST in Malaysia” presented in 12th International Conference on Advances in Social Science on Dec 26th and 27th, 2015, GRDS. Malaysia
6. Research article titled “Higher education of the UK programmes in Asian Market – A student perspective” presented in 4th International Conference on Advances in Social Science (ICASS) on Dec 27th and 28th, 2014, GRDS. Malaysia
7. Research article titled “Indian Tourism Boon or Ban?” presented in the International Conference on Globalisation and its impact on the Indian economy (INCGAIIIOIE-

2K14) on Jan 2nd, 2014, Sri Vasavi College, India

8. Research article titled “Dynamics in Higher Education – A global Challenge” in National conference on India Specific Challenges in Global Dynamism – A Management Perspective on January 9th,2014, Sree Saraswathi Thyagaraja. College. India
9. Research article titled “Branding of Financial Services” in Two days International Seminar on Emerging paradigm in Financial Services on April 7th and 8th,2007, Bharathidasan University. India
10. Research article titled “Mutual funds- Recent developments with Data and Figures” in Two days International Seminar on Emerging paradigm in Financial Services on April 7th and 8th,2007, Bharathidasan University. India
11. Research article titled “Methodology of teaching through cases in IB” in UGC sponsored two days International Seminar on Case study method of teaching in commerce and management Education on January 20th and 21st,2007, Bharathidasan University. India
12. Research article titled “Case Methodology of teaching in HRM” in UGC sponsored two days International Seminar on Case study method of teaching in commerce and management Education on January 20th and 21st,2007, Bharathidasan University. India
13. Research article titled “Impact of Self-Help Groups on Women Entrepreneurs” in Seminar on Changing paradigm in Management on September 22nd,2007, Annamalai University. India
14. Research article titled “Education today- “Saviours or Saboteurs” in Seminar on Changing paradigm in Management on September 22nd,2007, Annamalai University. India
15. Research article titled “Supply chain Management” in National Symposium on Transpiring Emanations in Management Percepts and Practices on September 13th and 14th,2007, Dr MGR Janaki College of Arts and Science for Women. India
16. Research article titled “Cases relating to successful corporate governance restricting and crisis management” in National Level Seminar on Corporate Governance- the new challenges on January 11th and 12th,2007, St. Alberts College. India

- 17.** Research article titled “Challenges in Corporate Governance with special reference to Asian Economic Crisis” in National Level Seminar on Corporate Governance- the new challenges on January 11th and 12th, 2007, St. Alberts College. India
- 18.** Research article titled “Role of FDI in India’s Retailing” in National Level Seminar on Retail Internationalisation on August 22nd, 2007, PSGR Krishnammal College for Women. India
- 19.** Research article titled “Controversial issues relating to international brands” in International Conference on Global Business and Policy Modelling on September 21st and 22nd, 2006, AIM. India
- 20.** Research article titled “Advertising and Sales Management in the eyes of International Case studies” in International Conference on Global Business and Policy Modelling on September 21st and 22nd, 2006, AIM. India
- 21.** Research article titled “Emerging trends of E-commerce in Business Modelling” in International Conference on Global Business and Policy Modelling on September 21st and 22nd, 2006, AIM. India
- 22.** Research article titled “E-commerce Development in India” in National Seminar on E-commerce and its applications on September 27th, 2006, GRD School of Commerce and IB. India
- 23.** Research article titled “Liberalization – its influence in travel and tourism” in National level Seminar on Liberalization and its impact on export performance on October 7th, 2006, Karpagam Arts and Science College. India
- 24.** Research article titled “Trade Distortions and Barriers” in National Level Seminar on International trade & marketing- emerging issues and challenges after liberalization and globalization on August 19th and 20th, 2006, Khadir Mohideen College. India
- 25.** Research article titled “Market Analysis and Strategies to enter Global Market” in National Level Seminar on International trade & marketing- emerging issues and challenges after liberalization and globalization on August 19th and 20th, 2006, Khadir Mohideen College. India
- 26.** Research article titled “Discussion method of teaching” in National Level Seminar on Commerce education in the new millennium – challenges and perspectives on September 14th and 15th, 2006, Jamal Mohamed College. India
- 27.** Research article titled “Case Study method of teaching” in National Level Seminar

on Commerce education in the new millennium – challenges and perspectives on September 14th and 15th,2006, Jamal Mohamed College. India

28. Research article titled “Supply chain Management” in National Level Seminar on Opportunities and Challenges in Modern Marketing on September 12th,2006, Hindustan College of Arts and Science. India
29. Research article titled “CRM” in National Level Seminar on Opportunities and Challenges in Modern Marketing on September 12th,2006, Hindustan College of Arts and Science. India
30. Research article titled “Consumer Essentials” in State Level Seminar on Brand War – Today’s Competitive Edge on January 12th,2006, PSGR Krishnammal College for Women. India
31. A study on pesters power effect of advertisement towards purchasing power, SNS school of Management.
32. Does salaried class people feel the heat of GST? – Sarawak, Malaysia, NICOM '23, School of Business and Management, Nirma University. India
33. Corporations tax evasion” – a curse to economical development of Malaysia, NICOM '23, School of Business and Management, Nirma University. India

PUBLICATIONS

PATENTS

1. Patent titled “IoT based vehicle device for driver drowsiness detection” – Dr Purnendu Bikash Acharjee, **Dr Parameswaran S**, Ms Monica Lawrence, Dr Maria Josephine Williams, Dr Rohit Kumar Sharma, Dr Aasiek Cheriyan under Intellectual Property office, UK. V: 14-2023, Design Number: 6278844. Grant Dated 9th May 2023.

JOURNAL ARTICLES

Twenty-Six Papers has been published with impact factors in various national and International Journals.

SCOPUS INDEXED

1. Jothi Krishnasamy., & **Parameswaran S** (2017). Tax Literacy and its impact on the Individual Tax payers with reference to Indian Tax payers, JARDCS, October 2017,

ISSN 1943-023X. PP 355-363. H Index 4. Scopus (Q3) indexed.

2. Jothi Krishnasamy., & **Parameswaran S** (2017). Tax burden and its impact on Individual Earning group, IJPAM, November 2017, ISSN 1314-3395, Vol.117, No.15 2017, PP 15-24. H Index 23. Scopus Indexed.
3. Priscila Rajah Davarajah., Syriac Nellikunnel Devasia., Hanim Norza Baba., Maria Josephine., & **Parameswaran S** (2020). OPD service quality and satisfaction: a case study of a private hospital in Malaysia, GIS Business, ISSN 1430 3663, Vol. 15, No. 1 2020, PP 31-46, H Index 4. Scopus indexed.
4. Urish Wynton Pillai Thomas., Syriac Nellikunnel Devasia., **Parameswaran S.**, Maria Josephine & Hanim Norza Baba (2020). Integrating UNSDG in International School's Curriculum: Nurturing a Sustainable Society in Malaysia, GIS Business, January 2020, ISSN 1430 3663, Vol. 15, No. 2 2020, PP 194-212. H Index 4 Scopus Indexed
5. Bahman Tuan Rifaaz., Syriac Nellikunnel Devasia., Maria Josephine., & **Parameswaran S** (2020). French Green Purchase Intention of Palm Oil Free Nut Butter", IJMPERD, June 2020, ISSN 2249-8001, Vol. 10, No 3 2020, PP 4341-4360. H Index 16. Scopus (Q3) Indexed.
6. **Parameswaran S.**, Maria Josephine W., & Sangeetha S (2021). "Tax Rate variations and its effect on individual payers – A Research focused on salaried class people in India", TURCOMAT, April 2021, ISSN 1309-4653. Vol.12 No.2 (2021), PP. 3268-3274, H index 2. Scopus indexed.
7. **Parameswaran S.**, Maheshkumar T., VB Kirubanand (2022). "GST on Salaried Class People in Sarawak, Malaysia", Journal of Positive School Psychology, March 2022, ISSN 2717-7564, Vol 6 No. 2 (2022). PP. 313-322, Scopus indexed (Q2).
8. Gan Connie., Abdul Rahman., **Parameswaran S.**, Rahiza Ranom., Zahir Osman (2022). "Factors Influencing Students' choice of an institution of Higher Education", Journal of Positive School Psychology, April 2022, ISSN 2717-7564, Vol 6 No.4 (2022). PP 1015 – 1043, Scopus Indexd (Q2)
9. Vethaghanastri Gunasagar, Abdul Rahman, **Parameswaran S**, Maria Josephine Williams, Gan Connie (2022). "A Structural Equation Modelling Study on Factors Contributing to a Financing Gap Amongst Malaysian SMEs", RES MILITARIS Social Science Journal, October 2022, ISSN 2265-6294, Vol 12. No. 2 Summer-Autumn

2022. PP 1314- 1329, Scopus Indexed (Q4).

10. Shantinee Thasan, Abdul Rahman, **Parameswaran S**, Maria Josephine (2023). "An Intelligent Decision Support System to Aid Profit Planning in Manufacturing Companies", IJISAE, February 2023, ISSN 2147-6799, Vol 11. No. 4. PP 345-356, Scopus Indexed (Q4)

WOS INDEXED

11. **Parameswaran S.**, & Maria Josephine (2014). Impact of Self-Help Groups on Women – A Research Analysis, EPRA International Journal of Economic and Business Review, November 2014, PP 125-129, e-ISSN: 2347-9671, p-ISSN: 2349-0187, ISI Indexed Impact Factor: 4.618.
12. Maria Josephine., & **Parameswaran S** (2014). Quality in Education – A case study method of teaching in commerce". EPRA Journal December 2014, PP 46-50, e-ISSN: 2347-9671, p-ISSN: 2349-0187, ISI Indexed Impact Factor: 0.998.
13. Maria Josephine., **Parameswaran S.**, Nur Diyana., Cheong Yee Peng., Siti Noorahayusolah., Abdul Rahman & Rasheedul Haque (2018). Tax evasion- Black Economy of India. A study on the factors influencing Tax Evasion, Sci.Int (Lahore), June 2018, 30(3), 387-392, ISSN 1013-5316; CODEN: SINTE 8, ISI Indexed.
14. Kanesaraj Ramasamy., Maria Josephine., **Parameswaran S.**, & Vathana Batumalai. (2018) Contemporary Applications of Teaching Pedagogy for Tamil Kindergarten using Sustainable Practices, **ISBN 978 967 0910 871**, KMICe, July 2018, ISI Indexed.

PEER REVIEWED

15. " **Parameswaran S.**, & Maria Josephine (2007) Quality Service Management in Commercial Banks in Coimbatore City, Annamalai Journal of Management, Vol I, Issue 1, Feb 2007, pp 71-76. (a referee journal)
16. Maria Josephine., Devasenapathi., & **Parameswaran S** (2008) Customer's Attitude towards Advertisement with Special Reference to Airtel and Hutch Brand". The ICFAI University Journal of Consumer Behavior, Vol. III, No.2, June 2008, pp. 7-16. (a referee journal) (Google scholar)
17. **Parameswaran S.**, & Maria Josephine (2008) Case methodology of Teaching in

Human Resource Management, Jijiga Journal of Business and Economics, September 2008, Vol 1, Issue 1, pp1-10

18. Kirubashini, B., Maria Josephine, W., & **Parameswaran, S.** (2014). Indian Tourism - Boon or Ban - A comparative study between India and Malaysia Tourism. Journal of Management and Science, Special Issue, Vol 4, January 2014, pp.16-25, ISSN: 2249-1260. EBSCO
19. Kirubashini, B., Maria Josephine, W., & **Parameswaran, S.** (2014). Dynamism in Higher Education - A comparative study on the global competitive index between India and China. Management Wisdom-A Journal of Business and Management, January-June 2014, Vol 3, Issue 1, pp31-38, ISSN 2230-7257.
20. Kirubashini, B., Maria Josephine, W., & **Parameswaran, S.** (2014). Global Market Efficiency-A study on the Emerging Economies of the World-BRIC countries Competitive Challenges and Threats. International Journal of Functional Management, Vol 2, Issue 1, pp184-187, ISSN 2319-1406
21. Maria Josephine, W., & **Parameswaran, S.** (2014). Technological Readiness and Innovation-A study on comparative index of SAARC countries. Indo Global Journal of Applied Management Science, June 2014, pp135-138, ISSN 2320-7892.
22. Maria Josephine, W., & **Parameswaran, S.** (2014). Ph.D.-Permanent Head Damage? -A study on the attitude of Research scholars in Coimbatore City. Metro Journal of Modern Science, June 2014, pp33-37, ISSN 2348-5701.
23. **Parameswaran, S.**, & Maria Josephine, W. (2015) Higher education of UK programmes in Asian Market – Student's perspective, IJTRA Journal, December 2014, e-ISSN 2320 – 8163, PP.66-69. (Google Scholar).
24. Maria Josephine, W., & **Parameswaran, S.** (2014). Education Today "Saviours or Saboteurs" A research Analysis. Maha Journal of Education, November 2014, pp12-18, ISSN 2348-8840.
25. **Parameswaran S.**, & Jothi K (2017) Tax rate changes and its Impact on Tax Burden Leading to Tax Evasion Practices – With reference to the individual taxpayers in India", IJHSSI Journal, January 2017, ISSN – 2319-7722. PP.26-30. (Google Scholar), Impact Factor: 4.524. EBSCO. H index 11.
26. Zhang Yizin., Abdul Rahman., Rasheedul Haque., Zahir Osman., Lee Har San., **Parameswaran S.**, & Sheik Mohideen. (2018). An Empirical Study on Consumer

Perception of Web Service Quality on E Auction Sites, National Academy of Managerial Staff of Culture and Arts Herald, January 2018, PP 1131-1138.

PROJECT SUPERVISION

Masters in Accounting & Finance

1. Impact of GST Towards Salaried Class Employees in Sarawak, Malaysia– Chan Hui Ing
2. Impact of Tax Evasion by Corporations Contributing to Malaysian Economic Development – Thevendren Vadivelu
3. Individuals Perspective on Income Tax E-Filing Literacy – A Study on Individual Tax Payers In Selangor, Malaysia – Nadia Roslan
4. The Impact of GST Implementation Towards Consumers Perception in Selangor, Malaysia – Priyasri Subrmaniam
5. Income Tax Rates Changes and Its Impact Towards Tax Compliance by Individual Tax Payers – With Reference to The Salaried Class Employees – Yuliyanti Risnu
6. Taxpayer Satisfaction as A Mediator Between Tax Knowledge, Tax Transparency and Tax Service Quality – Nethia Kalianee
7. The Effect of Individual Taxpayer's Morale on Tax Compliance: An Empirical Study in Negeri Sembilan, Malaysia – Tai Mei Huay

Master of Business Administration

8. "WFH" – A tool for productivity and employee retention in Selangor State, Malaysia –Woon Ching Yong
9. Food traceability Solutions through Block Chain Technology – Retail stores in Selangor state, Malaysia –Chong Min

Doctorate in Philosophy

10. Whistle blowers in Higher Education Institutions in Malaysia – Perspective of Private Employees in Higher Education industry with respect to Negeri Sembilan – Nur Najiha Binti Mohamed
11. A study on customer perception and satisfaction on e-banking services of public sector banks in Coimbatore district - Amsaveni (Foreign Examiner – Bharathiar University)

12. Out of court Settlement – A financial settlement solution for Insolvency of Companies – Santosh Kumar (Supervisor- Finance, CHRIST University).
13. Success and Sustainability of GST with focus on public welfare – An empirical research in Maharashtra State – Monica L (Supervisor – Taxation, CHRIST University).

GRANTS - RESEARCH WORK

Internal Seeding Grants

1. Prevention and control of Road accidents and Effective traffic system in Coimbatore city, India – A CSR Project for the Police department, Coimbatore – Project funds Rs. 10,000 – June 2005 to February 2006 – Research Member.
2. Medical tourism in India - A dynamic approach of medical industries in Coimbatore city, India – Projects funds Rs. 20,000 – April 2006 to May 2007 – Research member
3. Bancassurance in the field of insurance products – A dynamic approach of Banking services and insurance products – Project funds Rs. 15,000– June 2007 to October 2007 – Research member.
4. Service Quality in Linton University College – A student's perspective on Quality of Education – Project funds RM 4,000 (USD 1,000) – June 2017 to May 2018 – Research member

External Grants

1. Potential Revenue and Gap Analysis in Somali Regional State, Ministry of Higher Education, Ethiopia – Project funds – ETB 1,500,000 (USD 59,000) – May 2008 to September 2010 – Research member.
2. Financial Analysis and forecast of Sakthi Sugars Pvt Ltd in Coimbatore city – A project undergone for Sakthi Sugars Ltd – Project funds Rs. 5000 – January 2004 – July 2004 – Project Leader
3. Railway Block chain - Block chain Solutions for Railway industry, Ministry of Transport and ICP, TDA. Malaysia (MYTDA1805215345) – Project funds – RM 800,000 (USD 200,000) – July 2019 to June 2022 – Project Leader
4. FARM to MEAL - Developing Block chain Technology for B40 farmers, ICP, TDA Malaysia (MYTDC1805215390) – Project Funds – RM 97,000 (USD 24,250) – July

2019 to June 2021 – Project Leader.

5. SMART Taxation – Block chain solutions for taxation, Ministry of Finance, Malaysia – ICP, TDA, Malaysia (MYFTX1802211819) – Project Funds – RM104,000 (USD 26,000) – September 2019 to December 2021 – Project Leader

EMPLOYMENT HISTORY

- 1 Worked as Lecturer in the Department of Commerce in Lakshmi Narayanan Visalakshi College for Women, Coimbatore, Tamil Nadu, during June 2002 to April 2003.
- 2 Worked as Lecturer and Course coordinator in the Department of Commerce in Sri Krishna Arts and Science College, Coimbatore, Tamil Nadu, from June 2003 to November 2007.
- 3 Worked as a Senior Lecturer and Academic Council Head in Department of Accounting, Faculty of Business and Economics in Jijiga University, Jijiga. Ethiopia. Africa from January 2008 to November 2010.
- 4 Worked as Lecturer, Programme Co-ordinator in School of Accounting and Finance, KUL (Kolej Universiti Linton, Malaysia), UEL (University of East London, UK) and LBU (Leeds Beckett University, UK) KTG Educational Group. Malaysia from January 2011 to May 2016.
- 5 Worked as Head of the school, School of Accounting and Finance, KTG Educational Group. Malaysia from February 2015 to May 2016.
- 6 Worked as Lecturer and Programme Leader in School of Higher Learning UoC (University of Chester, UK) in Dimensions International College, Singapore from May 2016 to January 2017.
- 7 Worked as Deputy Dean, Faculty of Business and Accounting in Linton University College, Malaysia from February 2017 to December 2017.
- 8 Worked as Dean and Associate Professor, Faculty of Business and Accounting in Linton University College, Malaysia from January 2018 to October 2020.
- 9 Worked as Academic Coordinator and Professor in Commerce in Sri Krishna Arts and Science College, India from November 2020 to June 2021.
- 10 Working as Associate Professor and Head in School of Business and Management, CHRIST (Deemed to be University), India from July 2021 to till date.

PEROSNAL PROFILE

Age & Date of Birth	42 years, 18.02.1979
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DECLARATION:

I hereby declare that all the particulars given above are true to my knowledge and belief.

PARAMESWARAN S